

E-COMMERCE

5 Tips To Improve Your Online Store

By Stoke Design Co.



So many businesses are navigating the world of online stores for the very first time, potentially through one of the most challenging times we will ever experience.

It can feel like you are flying blind, but here we have our top 5 tips to ensure you have a solid starting point, giving you the best outcome possible.



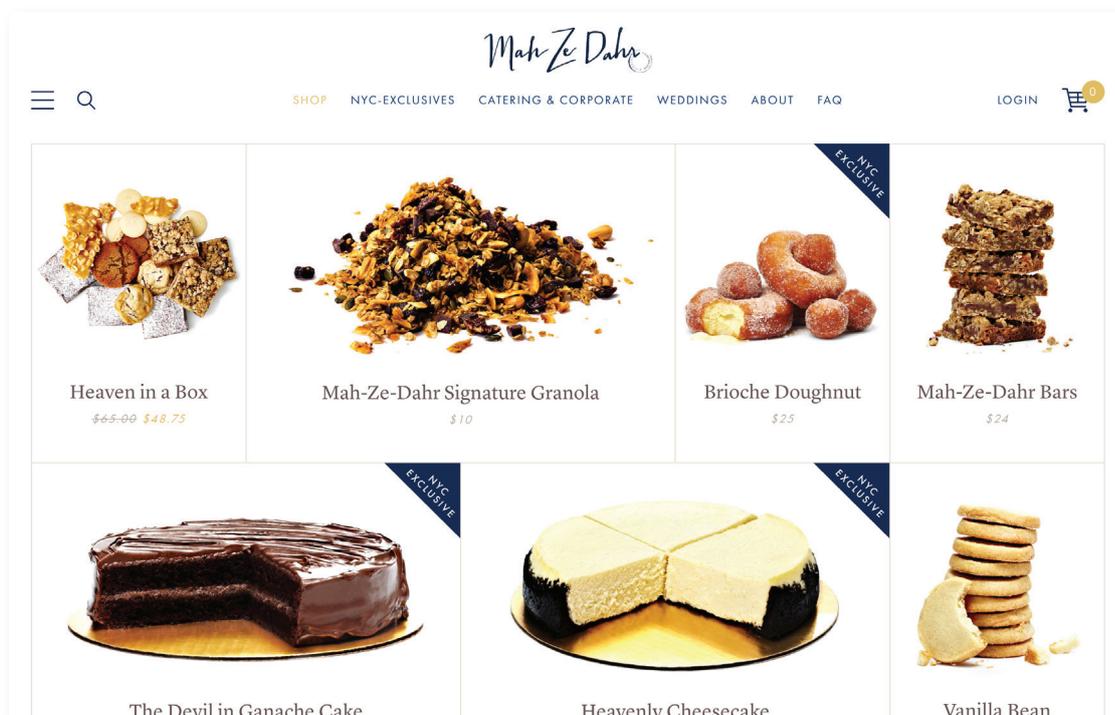
01

Captivating website design that is eye-catching and easy to use.

What makes a beautiful website? It is such an open-ended question, but there are some key elements to ensure your online store is eye-catching and engaging.

First and foremost, keep it clean and uncluttered. Make sure the product photography you have is relevant and not overwhelming. You don't have to break the bank. Ensure your lighting is adequate, and your images are in focus. If money allows, splash out a little more for a nice library of images that you can use more long term. Stoke Design Co have some experienced, budget-conscious photographers who can help.

Make sure the first items people see in your store are the most relevant to what is currently happening in your local area. For example, if you run a bakery and are selling cake care packages, make them the first item to pop up.



Good photography pays. These images don't just display the product as described, it makes the product almost irresistible.

mahzedahrbakery.com

02

Offer popular payment options that apply to different demographics.

There are various payment gateways available (Tyro, SecurePay, eWay, Stripe, Paypay, etc.) to capture all different card types from Mastercard, Visa to AMEX. Particular demographics may prefer paying with a cash option upon delivery or pick up, which can be facilitated quite easily. Don't stop there though! In times where people might not have as much disposable income to outlay, look into other payment methods you may be able to offer.

Some reliable and secure options are Afterpay and ZipPay. Both allow shoppers to pay off their items over a set period, making it more financially viable for them while allowing you to still capture a purchase you may have missed out on otherwise.

Find out more about merchant information here:
<https://www.afterpay.com/en-AU/merchant-enquiry>
<https://zip.co/business/>

The screenshot shows a product page for a 'Brighton 2 Seater Sofa' priced at \$499. The page layout includes a navigation bar with a search bar, menu, and delivery status. The main content area features a large image of the sofa with a 'new!' badge and a '360° Super Zoom' icon. Below the image are smaller thumbnails of the sofa in different colors. To the right of the image, there are payment options for Zip (own it interest free, from \$10 per week) and Afterpay (4 fortnightly payments of \$124.75). There is also a section for fabric choice (Standard Nappa Linen) and a 'Fabric Protection Warranty' option. The page includes an 'Add to Cart' button and a 'Where Can I Get It?' section with 'CLICK & COLLECT', 'DELIVERY', and 'BUY IN STORE' options. The page also has a 'Share' section with social media icons and a 'COMPARE' button.

Most newer payment methods such as Zippay & AfterPay display the price of the purchase broken down into their defined breakdowns.
fantasticfurniture.com.au

03

Making the checkout process as intuitive as possible.

You've built your online store, uploaded your products and you've announced it to the world. You've noticed the website is receiving a lot of traffic but not sales. People are following your posts or adverts, adding products to the cart for the user to then disappear.

There are a few practices you can implement to your online store no that will try minimise this issue. This can be broken down into two distinct sections.

Avoid Checkout Surprises

This is where a lot of checkouts come undone. Picture buying a plane ticket. Sweet, \$180 from Melbourne to Cairns, oh, I need to add my 20kg of luggage, then my priority seating, and of course a cheeky whiskey on board. I'm upto \$245 pretty darn quickly.

The bottom line is that you need to ensure you are as upfront as possible with details such as:

- Promo Codes
- Taxes/GST
- Shipping costs/Shipping ETA's
- Available payment options

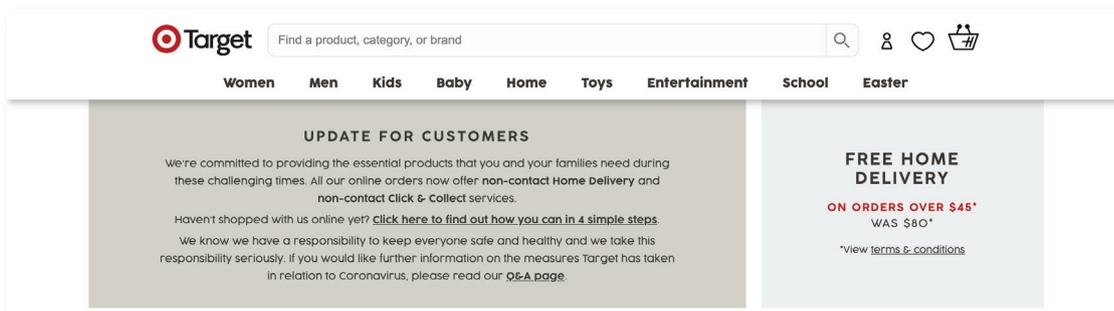
Offer discount codes or shipping information (free shipping on orders over \$100) within the header of your store. Also, ensure the total cart cost is available at all times via the header of the store.

Allowing the user as much control as possible

Within the cart, your customer should see all the products they have added, the quantity and the total cost (including postage).

People change their mind all the time. One minute they want socks, the next, they are about jocks.

No matter the mood your customer is in or how indecisive, you need to let your clients add/remove products, adjust how much of any one item they want, and change the size/colour according to their heart's desire.



Target Australia make the delivery options and cost clear, right on the homepage.

target.com.au

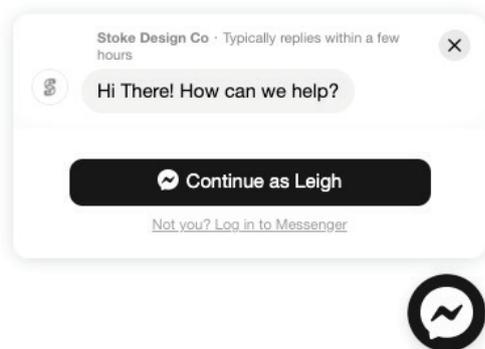
04

Responsive replies to online queries.

With all the craziness and uncertainty in the world currently, it can be hard to find the time to sit down and reply to emails/social media enquiries. However, it is VITAL to implement a strict customer service etiquette.

People are anxious and providing them with clear information in a friendly, caring tone, can go a long way! People expect that because more people are working from home, they can reply quicker, which isn't necessarily true.

Try to implement some set times to reply to people and filter through emails. It can be helpful to dedicate 2 set times per day to check for messages. We find the most productive times can be first thing in the morning and just before the close of business.



You can easily install a Facebook Messenger on nearly every platform of website. This allows you to be reachable instantly if you are not available, you can reply at your earliest convenience using all the tools Facebook have to offer via their Facebook pages app.

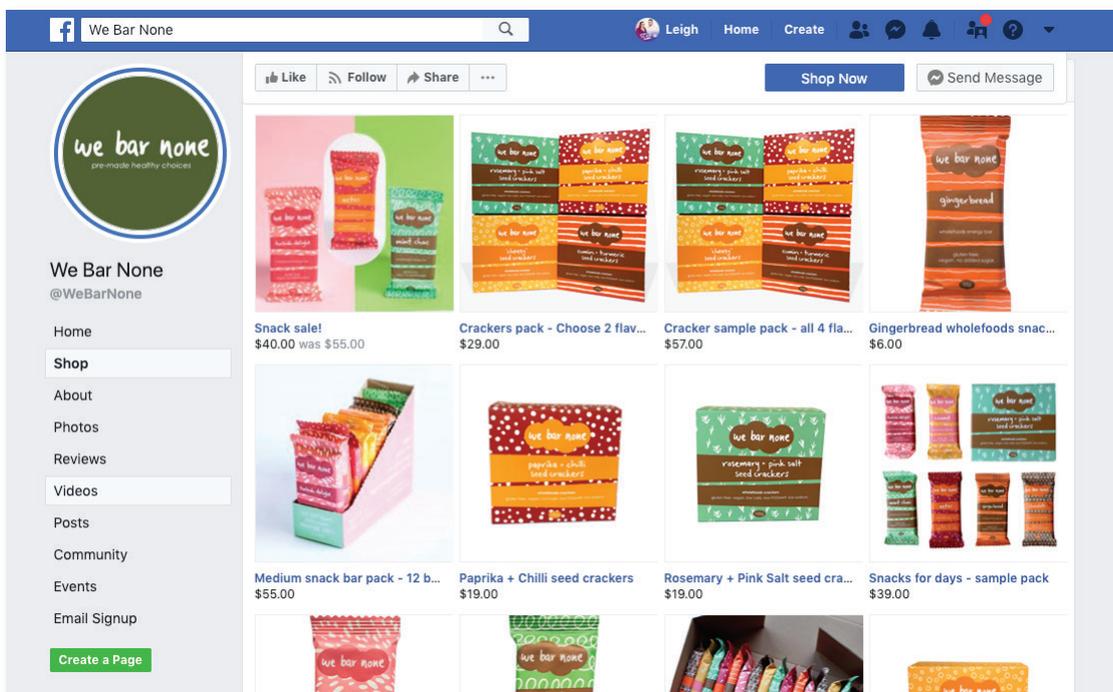
05

Take advantage of social media marketing.

This is a tool we typically take for granted! It is available to such a vast portion of the population at the touch of a finger. The number of people using Facebook and Instagram has skyrocketed since the onset of Coronavirus, with more people having downtime and using social media as a form of distraction.

There are free options to list products from your online store directly onto your Facebook business page and have it link back to your website to process payment. Another tip is to post about an item you offer on your store every day or second day as a 'product focus'. Use this as a process to refine your branding language and make sure it is cohesive among all your platforms. Keep it fun, light yet informative.

Having a set weekly/fortnightly ad budget is a vital necessity. We encourage small to medium businesses to do some research using their analytics/insights to develop a set advertising audience. Making it specific increases the likelihood of it converting into sales so target age groups, locations and interests. E.g. streetwear brand would target 20-35-year-olds interested in skating, surfing and street art. Not 65+ years who enjoy cooking.



Social Media platforms such as Instagram and Facebook allow you to purchase products without even visiting your website.

We Bar None have this configured to allow her users to purchase their products from the places they tend to "hang out". Make it easier by going to your customers instead of making them come to you.

webarnone.com.au

Conclusion

It's ok to not be an expert and navigating the world of online stores is such a new experience for so many businesses. If you put the work in now think of the ongoing potential your business will have on the other side of the pandemic. You will have a secure, new sales channel that may have been overlooked pre-COVID-19.

For any ongoing social media support or online store set up (for Wordpress websites) please don't hesitate to contact us. Keeping businesses in business is our business!



Stoke Design Co is an independent web design agency delivering a passionate & tailored service bringing together smart thinking with brilliant design.

Our web design and e-commerce projects range from very big to very small, so there is never a one-size-fits-all approach. We love to work with clients who are looking to question, embrace new ideas, and to get excited about the potential of what could be in their small business!



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